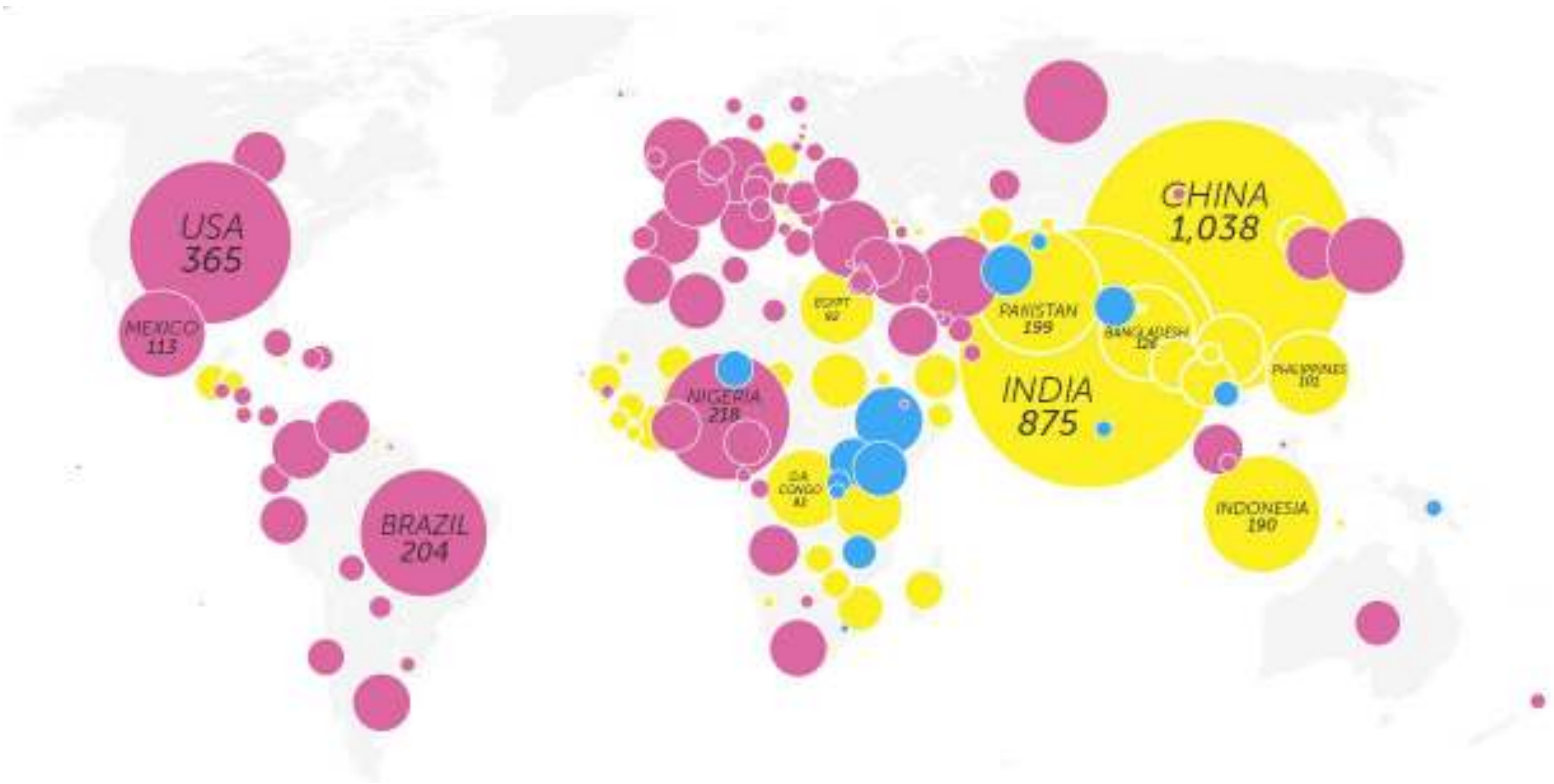
BEYOND BUSINESS AS USUAL

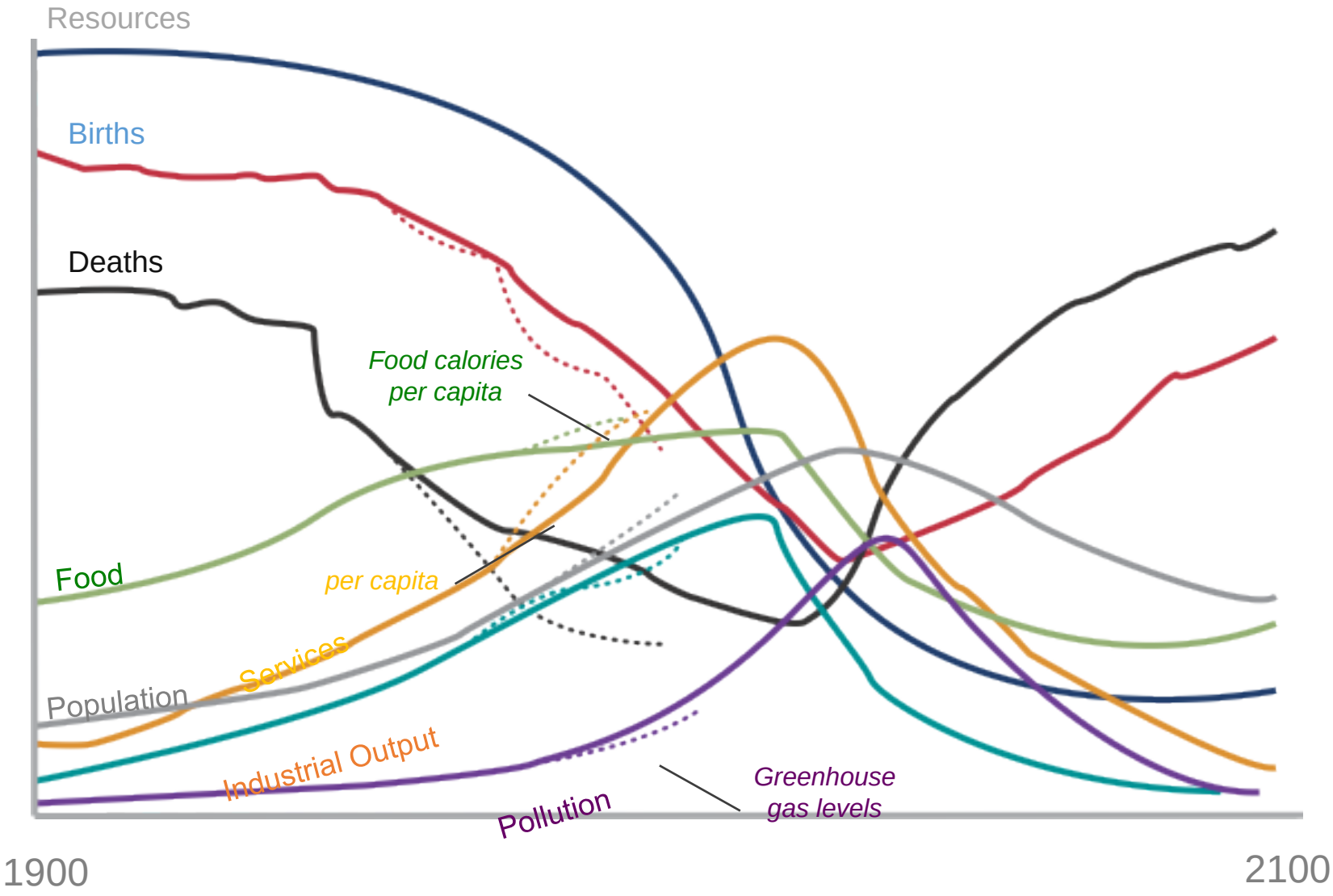
2000

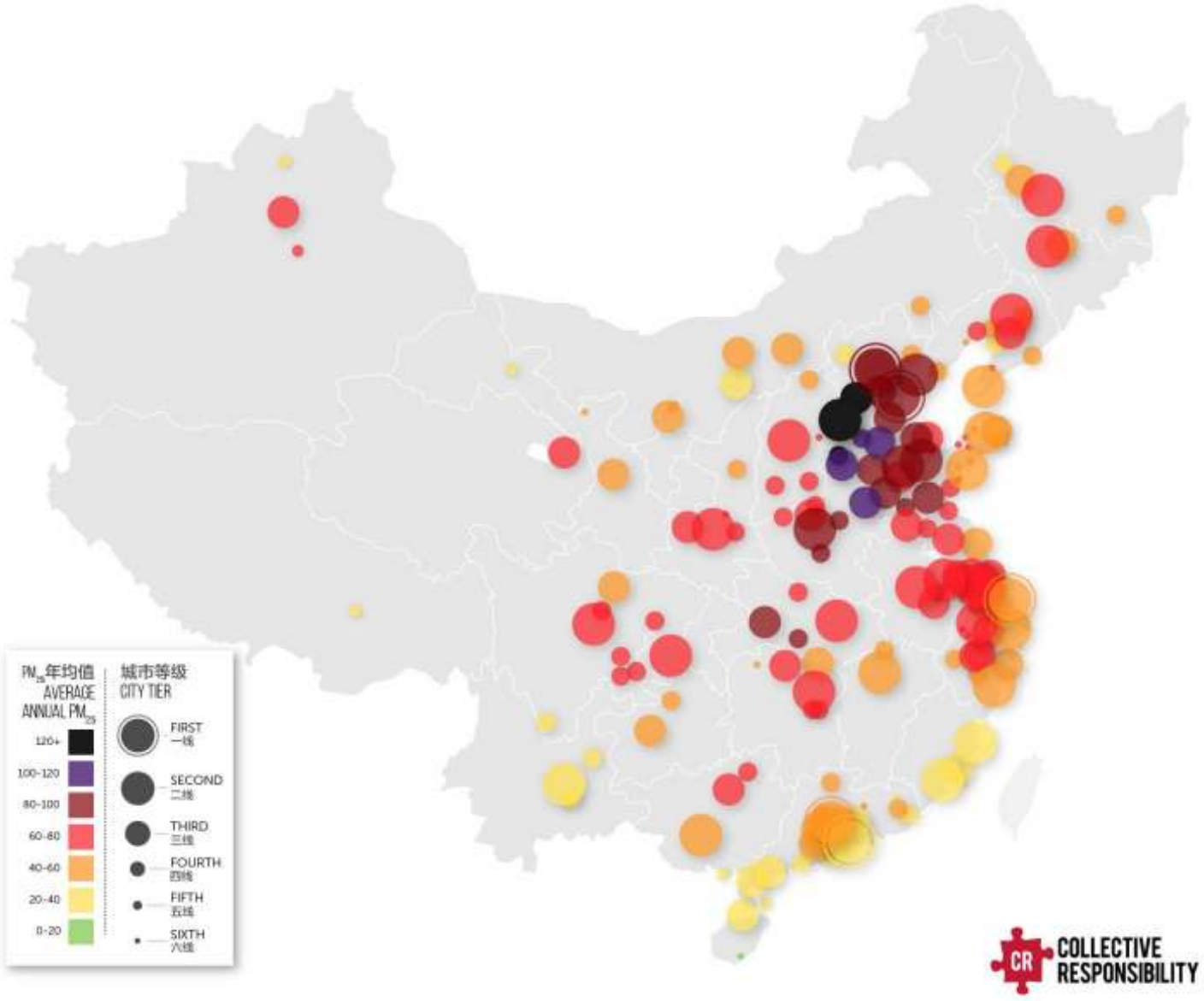
2030

2050

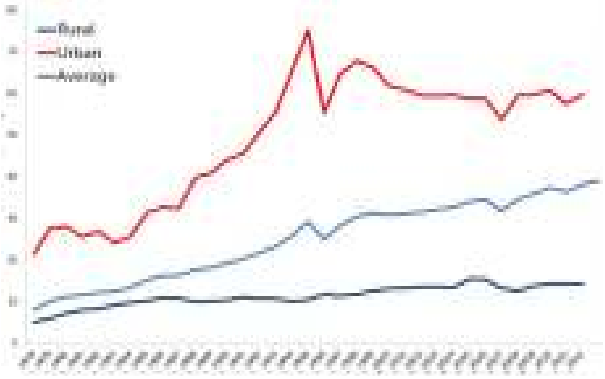


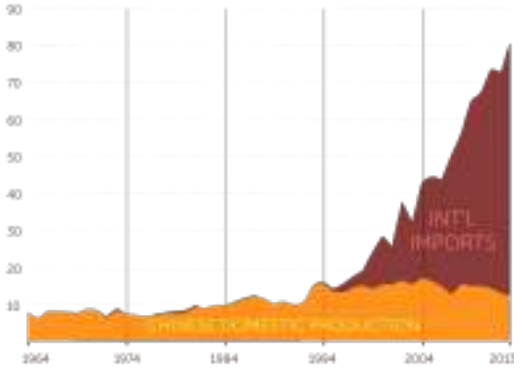
SUSTAINABILITY OF SYSTEMS


Resources
Births
Deaths
Food calories
per capita
Food
per capita
Services
Population
Industrial Output
Pollution
Greenhouse
gas levels
1900
2100


PM2.5年均值
AVERAGE ANNUAL PM2.5
120+
100-120
80-100
60-80
40-60
20-40
0-20
城市等级
CITY TIER
FIRST
一线
SECOND
二线
THIRD
三线
FOURTH
四线
FIFTH
五线
SIXTH
六线
CR
COLLECTIVE RESPONSIBILITY

URBAN DEMAND

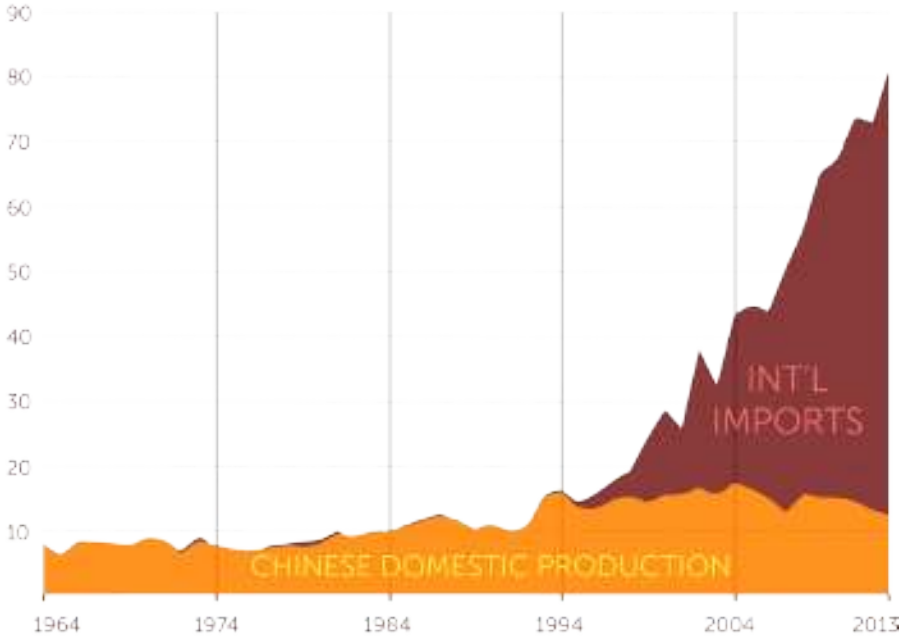


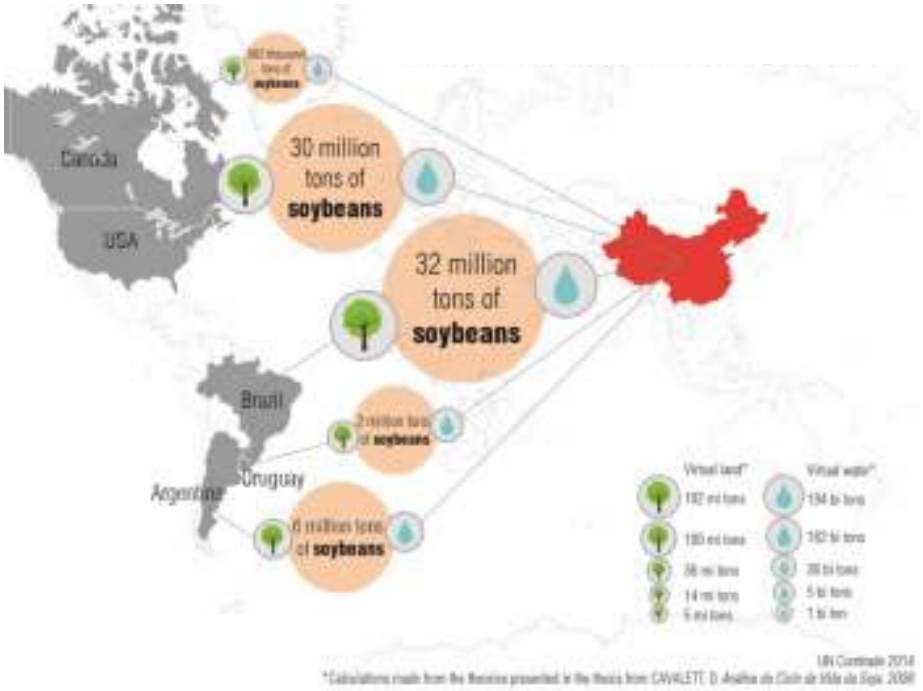


China's per capita Pork consumption
(1975 – 2013) average, rural, and urban

125 million more pigs needed by 2025

PEAK PRODUCTION :





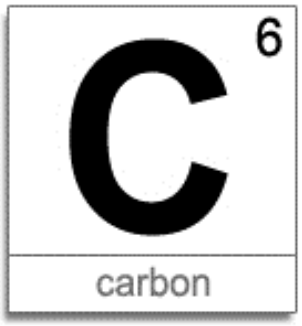
SOY. IT'S REALLY A WATER VESSEL

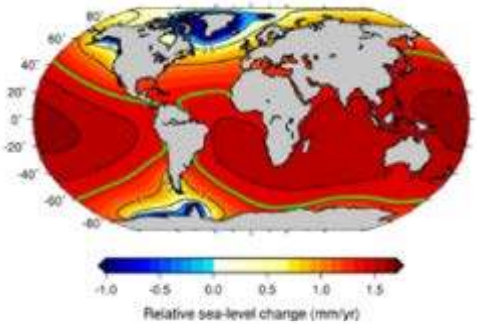
23.3 MILLION OLYMPIC SWIMMING POOLS

1.7 TRILLION SHOWERS (5 MIN AVG / 35L)

734 BILLION (80L) BATHS

A SHOWER FOR EVERY AMERICAN. EVERY DAY. FOR 13.7 YEARS





Space
Affordable Housing
Food Safety
GMO
Air Pollution
Healthcare
Water
Drought
Resource
(Availability &
Management)
Education
Wealth Gap
Corruption
Social Cohesion
Traffic

Sustainability = Delivering an economy to 7 billion urban consumers

STRATEGIC TANGIBILITY

"Regarding the better future for children, if you sit in London, you probably don't think children's education issue is that important, because that has been taken care of for many years. In China the position of kids is different because one family only has one kid, so kids have a high position in the society. The education issue around kid's education is still not taken care of by the society."

"When {global} talks about water, it's very much about the absolute volume, the extract during usage.

The water problem we're talking about in China is very much about pollution: the quality of water.

It's a different dimension that Global and China are talking about".

"On the other hand, employees don't feel that their company is taking care of them, so they lose the commitment for the engagement.

Employees support me because they understand we are doing something good, [they] identify themselves with the culture."

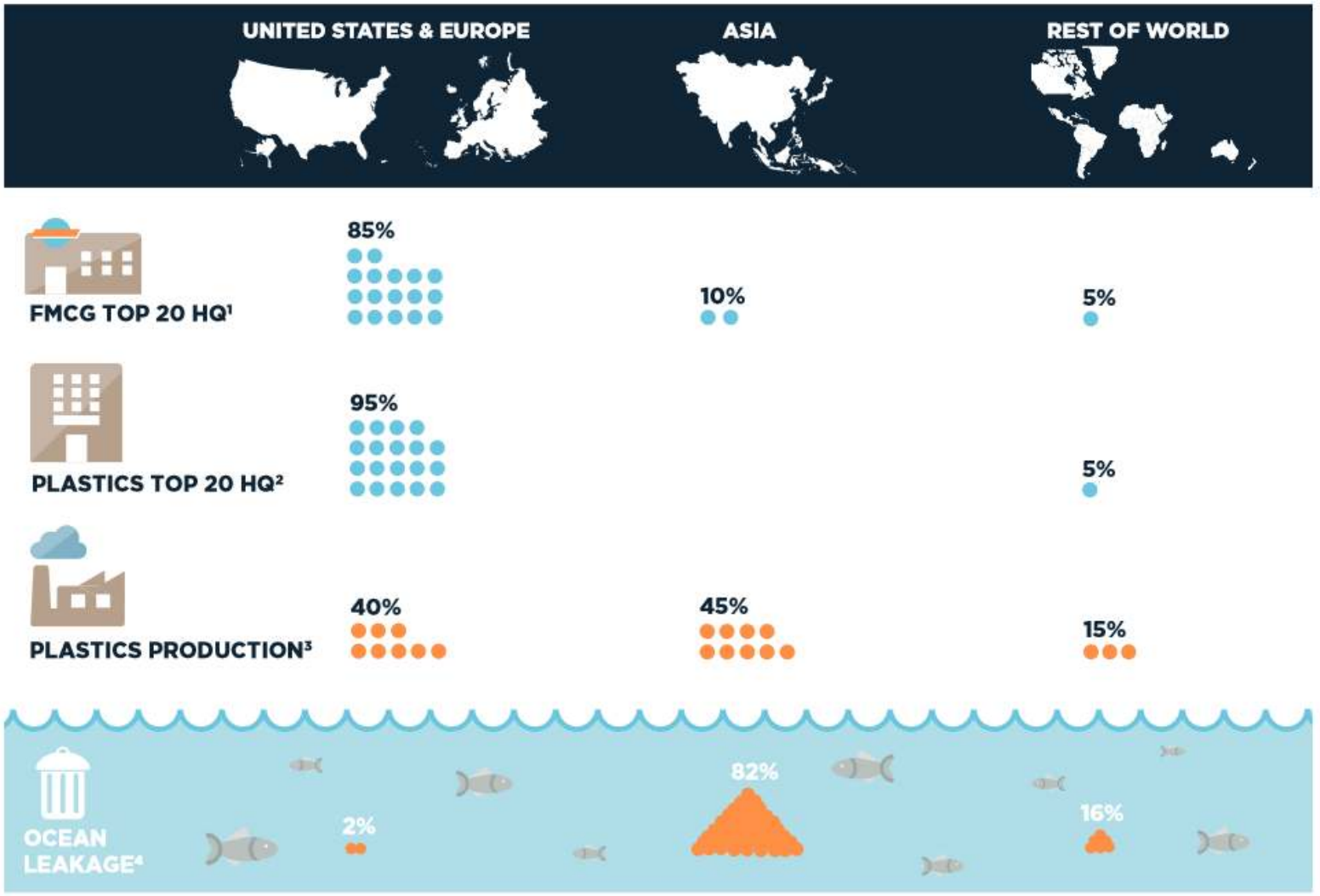
CSR 1.0

Only roles that were previously accepted for companies to contribute to society:

- Obey the laws
- Employee people
- Make Money
- Pay Taxes
- Donate a little money… when you have the chance

EXCESSIVE WASTE

PLASTIC ASIA



INTERFACE BEACH CLEANUP

500+ Volunteers Engaged

50,000 Pieces of Debris Collected

5000Kg of Waste Removed

BEYOND CSR "AS USUAL"

Changing Business Model

- Paying full price of operations
- Moving to service based businesses
- Improving labor conditions and standards
- Addressing issues of governance

Changing Product Portfolios

- Focus on quality and safety vs. price
- Moving away from environmentally damaging processes
- Working to improve industry standards

Developing Communities

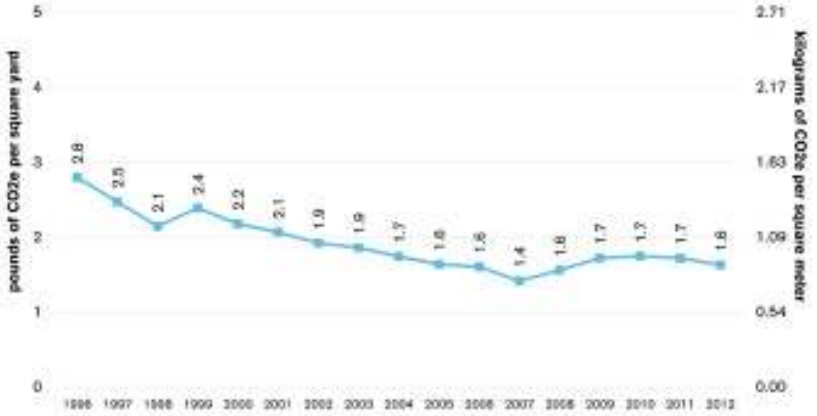
- Internally and Externally
- Creating core values that align with values of stakeholders
- Creating O-2-O engagements

“WE COMPLY”

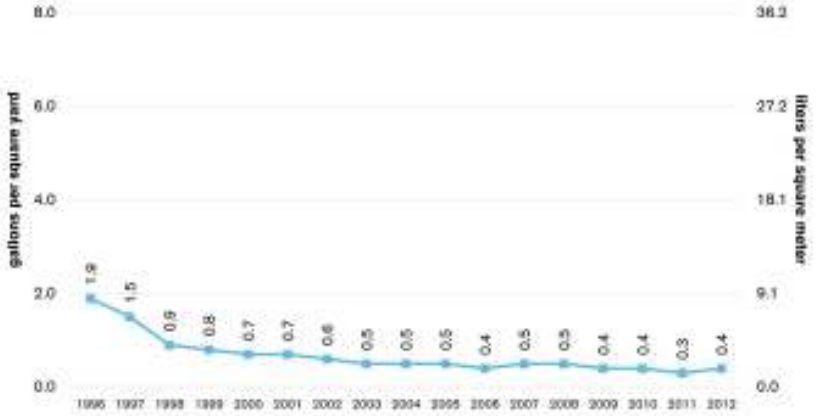
“WE CONTRIBUTE”

Front 1: Eliminate Waste:
Front 2: Benign Emissions:
Front 3: Renewable Energy:
Front 4: Close The Loop:
Front 5: Efficient Transportation:
Front 6: Sensitize Stakeholders:
Front 7: Redesign Commerce:

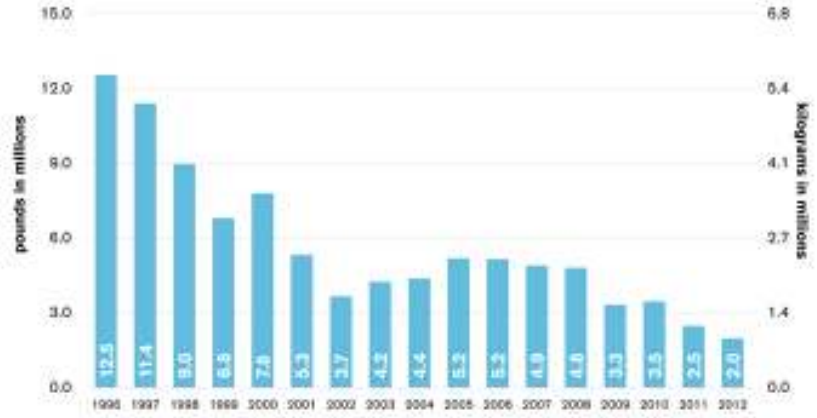
GHG Emissions per Unit of Product
(pounds of CO2e per square yard)



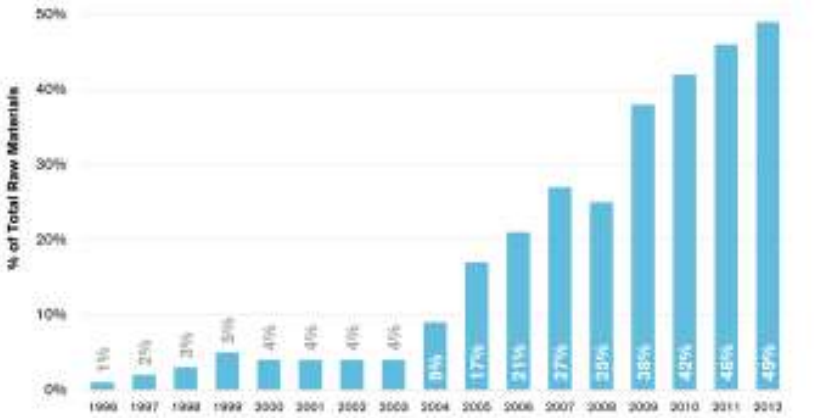
Water Use per Unit of Product (gallons per square yard)



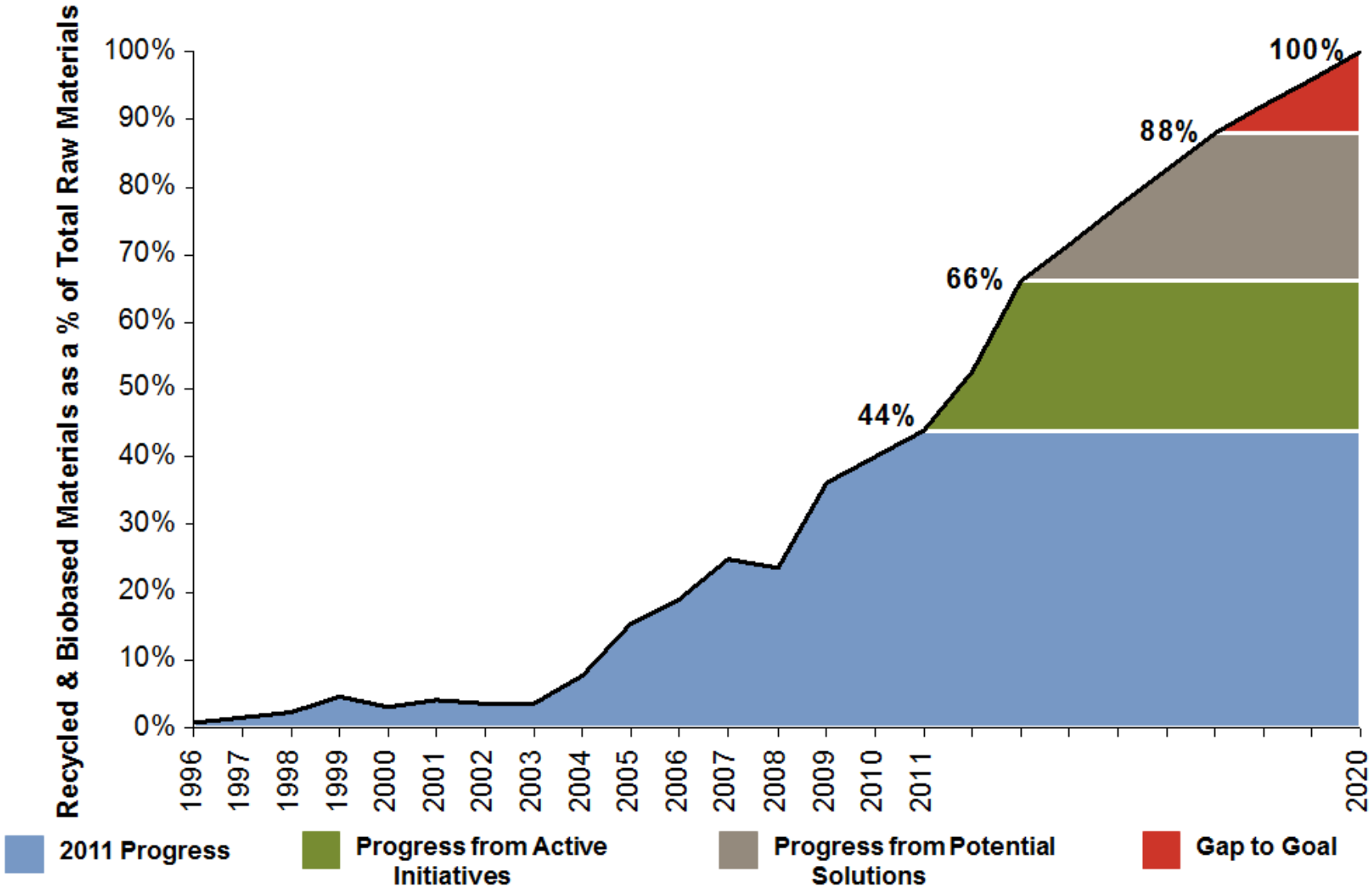
Waste to Landfill from Carpet Factories (pounds in millions)



Recycled & Biobased Material Use (% of Total Raw Materials)



Recycled/Biobased Materials Goal: Use 100% Recycled or Biobased Raw Materials



Carpet into Carpet

Evolve

Fotosfera

Biomimicry

NetWorks

TacTiles

QUESTIONS TO TAKE HOME

- What is the challenge that you feel would create the greatest challenge to your firm, or value chain, in the next 5 years? 20 years?
- What will be the catalyst for change, and what would be the resulting impact on your economy, community, or business?
- What should you do tomorrow to move your firm (or yourself) strategically into a leadership position on that challenge?

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